

NESTLE PURINA PETCARE – October Free Year of Friskies Sweepstakes
Official Rules

NO PURCHASE OR PAYMENT NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

BY ENTERING THE SWEEPSTAKES EACH ENTRANT (OR THEIR PARENT/LEGAL GUARDIAN) AGREES TO THESE OFFICIAL RULES.

1. **Eligibility:** The Nestlé Purina Petcare – October Free Year of Friskies Sweepstakes (the "Sweepstakes") is open only to legal residents of the 50 United States and District of Columbia who are 18 years or older (or 19 if resident of AL or NE). Void where prohibited by law. No purchase necessary to enter the Sweepstakes. Employees of Nestlé Purina PetCare Company, 800 Chouteau Ave, St. Louis, Missouri, US 63102 (the "Sponsor"), Brandmovers, Inc., 1320 Ellsworth Industrial Blvd, Suite 1000, Atlanta GA 30318 ("Administrator") (collectively with Sponsor the "Released Parties"), and any of their respective affiliates, subsidiaries, advertising agencies, or any other company or individual involved with the design, production execution or distribution of the Sweepstakes and their immediate family (spouse, parents and step-parents, siblings and step-siblings, and children and step-children) and household members of each such employee are not eligible to enter or win. The Sweepstakes is subject to all applicable federal, state and local laws and regulations. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.
2. **Sweepstakes Period:** The Sweepstakes starts at 12:00:00 AM Central Time ("CT") on October 1, 2026, and ends at 11:59:59 PM CT on October 31, 2026 ("Sweepstakes Period").
3. **How to Enter:** To enter, download the free myPurina mobile app (the "App") available through the app store on your mobile device and register on the App. Once registered on the App, eligible entrants can log into the App using their Purina Rewards member log-in, open the Rewards Catalog to find and add the "October Free Year of Friskies" Sweepstakes Entry item to their Rewards Cart and complete the checkout process to receive one (1) entry into the Sweepstakes random drawing. Limit one (1) entry per person during the entire Sweepstakes Period. All entries must be submitted by 11:59:59 PM CT on October 31, 2026, to be eligible for the random drawing. Sponsor is not responsible for any technical glitches associated with the entry process.
4. **Winner Selection and Notification:** One (1) Grand Prize winner will be selected via a random drawing to be held by Administrator on or about November 2, 2026. The potential winner will be notified by Administrator via email notifying the individual they are the potential winner, to be sent to the email address associated with the potential winner's App registration on or about the day of the random drawing (each a "Winner Notification"). The potential winner must respond within **72 hours** from Administrator sending the Winner Notification email to the potential winner in order for Administrator to verify the potential winner's contact information and eligibility. In the event the potential winner fails to respond to the Winner Notification within **72 hours**, that potential winner forfeits their right to be the Grand Prize winner and their right to receive the Grand Prize, and an alternate winner will be selected, time permitting, at Sponsor's sole discretion. Neither Administrator nor Sponsor are responsible for any undeliverable, misdirected, unanswered or technical glitches associated with the Winner Notification email being sent or received. Odds of winning depend on the total number of entries received during the Sweepstakes Period.

5. **Prizes and Approximate Retail Values ("ARV") – One (1) Grand Prize** – One (1) year supply of Friskies Cat Food, awarded in the form (12) coupons. The coupons are subject to the terms, conditions, and restrictions printed on the coupon. The winner will select to receive coupons for either wet or dry food.

Coupon information for wet food coupon: FREE (up to \$49.99) one (1) 8 ct or larger box (2.8 oz or larger packages) of Fancy Feast(r) or Friskies(r) Wet Cat Food

Total ARV for wet food option: \$599.88

Coupon information for dry food coupon: FREE (up to \$40.99) one (1) 2.7 lb or larger package of Cat Chow(r), Kitten Chow(r), Fancy Feast(r) or Friskies(r) Dry Cat Food

Total ARV for dry food option: \$491.88

No substitution of Prize is permitted except that Sponsor in its sole discretion may award a substitute prize/prize component of equal or greater value for any reason. Prize may not be transferred, substituted or redeemed for cash. Federal, state, and local taxes on the prize (if applicable) are the sole responsibility of the Grand Prize winner.

6. **Claiming the Prize:** Upon Administrator's receipt of the response to the Winner Notification, Administrator or Sponsor will mail the Grand Prize to the winner, to the address provided by the winner during the Winner Notification process. Neither Administrator nor Sponsor are responsible for any lost, late, stolen, misdirected, mutilated, or any other problems associated with the mailing of the Grand Prize to any winner. Allow 4 to 6 weeks for the mailing of the Grand Prize.
7. **Participation Conditions/Release/Consent to use Likeness:** By participating, each participant agrees to: (a) comply with and be bound by these Official Rules and the decisions of the Sponsor which are binding and final in all matters relating to this Sweepstakes; (b) release and hold harmless the Released Parties from and against any and all claims, expenses, and liability, including, but not limited to, negligence and damages of any kind to persons and property, including, but not limited to, invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant's participation in this Sweepstakes, and acceptance or use or misuse of prize; (c) indemnify, defend and hold harmless the Released Parties from and against any and all claims, expenses, and liabilities (including reasonable attorney's fees) arising out of or relating to an entrant's participation in the Sweepstakes and/or entrant's acceptance, use or misuse of prize; and (d) allow Sponsor's use for promotional purposes of his/her likeness, voice and/or address (city/state) without any additional compensation.
8. **General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, for any reason whatsoever, including, without limitation, fire, flood, natural or man-made pandemic or epidemic of health or other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis, order of any court or jurisdiction or if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the participation process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other Sweepstakes or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and

civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Only the type and quantity of prize described in these Official Rules will be awarded. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

9. **Limitations of Liability:** The Released Parties as set forth above are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited, to malfunctions, interruptions or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the participation process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of phone calls; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any Prize.
10. **Privacy Policies and Data Collections:** Information provided by you for this Sweepstakes on the entry form is subject to Administrator's Privacy Policy: www.brandmovers.com/terms-and-conditions; and Sponsor's privacy policy: www.purina.com/privacy-policy as applicable. By entering this Sweepstakes, each entrant agrees that the Sponsor and/or Administrator has the right to contact the entrant by phone, direct message, or email accounts provided on the Entry Form to administer and fulfill this Sweepstakes. **NOTICE OF FINANCIAL INCENTIVE FOR CALIFORNIA RESIDENTS:** The Grand Prize offered under this Sweepstakes may be considered a "financial incentive" under the California Consumer Privacy Act, as amended (the "CCPA"). Generally, Sponsor does not assign monetary or other value to personal information. However, in the event Sponsor is required by law to assign such value in the context of this Game, Sponsor has valued the personal information collected and used as being equal to the value of the possible discount or financial incentive provided and the calculation of the value, in this case, is based upon a practical and good-faith effort involving the expenses associated with offering the incentives. The personal information categories collected may include identifiers such as your name, email address, zip code, mobile number and age range. By registering for and participating in this Sweepstakes you are opting in to receiving the financial incentive. Participation is entirely voluntary. You may opt in by following the entry or participation instructions provided.
11. **Disputes/Governing Law:** Entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, other than those concerning the administration of the Sweepstakes or the determination of Winner or for any disputes arising from the loss or injury from the participation in a Prize, shall be resolved individually, without resort to any form of class action; (ii) any disputes arising out of these Official Rules (except for any disputes arising from the loss or injury from the use of Prize) shall be submitted to final, binding arbitration conducted in Missouri under the Arbitration Rules and Procedures of the Judicial Arbitration and Mediation Services Inc. before a single, neutral arbitrator who is a former or retired Missouri state or federal court judge with experience in entertainment matters who shall follow Missouri law and the Federal Rules of Evidence and have no authority to award punitive damages. Either party may enforce a final arbitration award in any court of competent jurisdiction in Missouri, including an award of costs, fees and expenses incurred in enforcing the award. Notwithstanding the foregoing, Released Parties shall be entitled to seek injunctive relief (unless otherwise precluded by any other provision of these Official Rules) in the state and federal courts of Missouri. Any dispute or portion thereof, or any claim for a

particular form of relief (not otherwise precluded by any other provision of these Official Rules), that may not be arbitrated pursuant to applicable state or federal law may be heard only in a court of competent jurisdiction in Missouri; (iii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (iv) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Missouri, without giving effect to any choice of law or conflict of law rules (whether of the State of Missouri or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Missouri.

12. **Official Rules/Winner's List:** For a copy of these Official Rules see the link in the App during the Sweepstakes Period. For the name of the Grand Prize winners, send a hand-printed, self-addressed, stamped envelope, to be received by November 6, 2026 to: Winner's List – Purina October Free Year of Friskies to MyPurina Sweepstakes, c/o Brandmovers, Inc., 1320 Ellsworth Industrial Blvd, Suite 1000, Atlanta GA 30318.

13. **Sponsor:** Nestlé Purina PetCare Company, 800 Chouteau Ave, St. Louis, Missouri, US 63102.
Administrator: Brandmovers, Inc., 1320 Ellsworth Industrial Blvd, Suite 1000, Atlanta GA 30318

ABBREVIATED RULES (PRINT/POS/WEBSITE)

NO PURCHASE NECESSARY TO ENTER OR WIN. The October Free Year of Friskies Sweepstakes is open to legal residents of 50 U.S. & D.C., who are 18 and older (or 19 for residents of AL & NE). To enter, download the FREE myPurina App and enter through the App's Rewards Catalog from 12:00:00 AM CT on 10/1/26 until 11:59:59 PM CT on 10/31/26. Subject to official rules link in the App. Void where prohibited. Sponsor: Nestlé Purina Pet Care Company, 800 Chouteau Ave, St. Louis, Missouri, US 63102.

ABBREVIATED RULES (BANNER ADS)

NO PURCHASE NECESSARY. Open to 50 U.S. & D.C., 18+ (or 19+ for AL & NE). Starts 12:00:00 AM CT on 10/1/26, ends 11:59:59 PM CT on 10/31/26. See rules via the link on the App. Void where prohibited. Sponsor: Nestlé Purina Pet Care Company.